

Message Text

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PAGE 01 BOGOTA 02228 152127Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

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R 142245Z MAR 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1762

AMCONSUL MEDELLIN

AMCONSUL CALI

UNCLAS BOGOTA 2228

E O 11652 NA

TAGS BEXP CO

SUBJ: FY74 EVENT PROGRAM

REF: MISSING

A. BOGOTA A-116 B. BOGOTA 1275 C. STATE A-771 D. STATE 038956

1. PILOT COUNTRY COMMERCIAL PROGRAM (CCP) TASK FORCE CONCURS THAT PREDOMINANTLY LOCALLY PROCURED BUT COMMERCE SUPPORTED PARTICIPATION IN 74 BOGOTA FAIR FOLLOWED BY PREDOMINANTLY STATESIDE PROCURED US SOLO IN 75 REPRESENTS A POTENTIALLY PRODUCTIVE MARKET MIX FOR COLOMBIA.

2. AS A PRINCIPAL PRODUCT GROUPING FOR PROPOSED MAR 75 SBLO, CCP TASK FORCE STRONGLY REAFFIRMS EMB'S ORIGINAL RECOMMENDATION REF A OF (A) INDUSTRIAL AND SCIENTIFIC INSTRUMENTATION COMPLEMENTED WITH (B) HOSPITAL, MEDICAL AND SURGICAL EQUIPMENT AND INSTRUMENTATION.

3. PRINCIPAL ADVANTAGES OF ABOVE PRODUCT GROUPING LIE IN RELATIVE (A) HIGH AND INCREASING VALUE OF IMPORT MARKET (US\$9.3 MILLION 71, US\$12.5 MILLION 72). (B) PRODUCT LINE HOMOGENITY. (C) AVAILABILITY OF CURRENT MARKET RESEARCH. (D) HEAVY REPRESENTATION IN US PAVILION, X-INTERNATIONAL FAIR OF BOGOTA.

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4. REGARDING POINTS (B) AND (C) ABOVE, THE RELATIVE HOMOGENEITY

OF OUR PROPOSED PRINCIPLE PRODUCT GROUPING AND AVAILABILITY OF
PERTINENT MARKET RESEARCH ASSURE COMPLETION OF CORRESPONDING
SUPPLEMENTARY MARKET RESEARCH BY MAY 17.

5. AS A SECONDARY PRODUCT GROUPING CCP TASK FORCE RECOMMENDS
(A) PRINTING AND GRAPHIC ARTS EQUIPMENT (B) PACKAGING EQUIPMENT
(C) TELECOMMUNICATIONS EQUIPMENT (D) MATERIALS HANDLING EQUIPMENT
AND (B) METALWORKING AND FINISHING EQUIPMENT. WITH RESPECT TO
(B) ABOVE POSSIBLE CONFLICT WITH JUNE 75 CARACAS TYPE I SOLO
NOT CONSIDERED SUFFICIENT REASON FOR EXCLUDING PROMISING PRODUCT
LINE OF PACKAGING MACHINERY FROM MAR 75 BOGOTA TYPE I SOLO.

6. THE RELATIVE HETEROGENEITY OF THE ABOVE SECONDARY PRODUCT
GROUPING AND THE FACT THAT CURRENT MARKET RESEARCH IS LESS
READILY AVAILABLE WOULD MAKE COMPLETION OF CORRESPONDING SUPPLEMENTARY

MARKET RESEARCH BY MAY 17 DIFFICULT. UNDER ABOVE CIRCUMSTANCES A
MORE REALISTIC COMPLETION DATE WOULD BE MAY 31. WHITE

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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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30 JUN 2005

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